

1. Title, director and release year?
  - "The Persuaders" was directed by Douglass Rushcoff and released in 2004.
2. What is the central argument or narrative of the film?
  - The central theme is how the industry of advertising has become a way to increase demand for products rather than to sway consumers to purchase one product over another. The advertising of today focuses on how to deeply alter the consumers mind to make them believe they need things they would not otherwise feel they needed.
3. How is the argument or narrative made or sustained? How much scientific information is provided, for example? Does the film have emotional appeal?
  - The film is sustained with interviews from current and former executives, professors, and marketing researchers.
4. What sustainability problem does the film draw out? Political? Legal? Economical? Technical? Media and Informational? Organizational? Educational? Behavioral? Cultural? Ecological?
  - Mostly economical, and cultural issues are focused on in the film.
5. What parts of the film did you find most persuasive and compelling? Why?
  - Clotaire Rapaille, marketing guru, had an interesting theory on the human brain and more specifically a section referred to as the reptile brain. He believes the reptilian section of the brain is highly influential when it comes to the purchases people make. He also believes that this section of the brain can only be effected through the subconscious so advertising to it can be difficult and his research is in how to access and advertise to the reptilian brain.
6. What parts of the film were you not compelled or convinced by? Why?
  - While advertising has become a huge part of American industry I feel like the American people are liable as well. Using the excuse of they made me do it does not seem to be a reasonable excuse to me. It's like people want to buy these things and if questioned they say well the adds were so convincing I just had to get it. People need to be responsible for their own decisions.
7. What audiences does this film best address? Why?
  - I think this film targets a younger audience but in addition I think it is still valuable to all people. Young people are more impressionable so this film may have a greater effect on them.
8. What could have been added to this film to enhance its environmental educational value?

- The film could have focused more on solutions and ways to help reduce the power of advertising.
9. What kinds of action and points of intervention are suggested by this film? If the film itself does not suggest corrective action, describe actions that you can imagine being effective.
- The film suggests little in the way of points for intervention. The main way to effect changes would be to purchase goods that are not advertised on a large scale. Also to be think more about what we buy and why we buy it. American could survive without buying half of the things we buy today.
10. What additional information has the film compelled you to seek out? (Provide at least two supporting references.)
- I was curious as to which companies spent the most in advertising in recent years. I found that Proctor & Gamble spent the most at \$3.34 billion, AT&T spend \$2.99 billion, and General Motors spent \$2.87 billion. Another thing I found was how companies such as Nike are reducing their spending in advertising while still increasing their profits. In 2010 they decreased their advertising spending by 40% while their net profits increased by \$500 million. They did this by decreasing their television adds while increasing their online campaign.

### References

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